



SALEM BOX

Suggestions from the field

Nassau Division 1223

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Product Availability:

- Introduce Salem Soft Pk 4 weeks prior to Salem Box DTS
- Continue with onserts educating customer about packaging change with same great taste.
- Also, the onsert should inform customer of Salem Box and that it is a totally different tasting cigarette
- Other scenario, introduce Salem Box first continuing with onserted product on old style Salem informing of the future packaging change.
- If both styles are to be introduced simultaneously utilize sniped product on all new graphics, all brand styles (but due to budget restrictions), for a shorter period of time.
- Display incentive payment for maintaining new graphic distribution during DTS.
- Sufficient information and selling tools for chain accounts should be provided from the onset of going DTS (i.e. utilizing a plastic information card to be attached to registers, item code numbers, etc)

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Presence:

- Fuzzy Orb 19" card and Pack Teasers effective in gaining attention from consumers
- New Salem advertising could read Salem BOX in large letters, and have the saying...Not What You Expect. For the soft pack the advertising could say.....What You Expect.....Just a New Look.
- Utilize the Orb in the word BOX.....instead of the letter "O"
- Create a blow-up Salem Orb dangler (similar to the beer and liquor companys)
- Black POS for displays does 'stand out' at retail
- Utilize the 'Orb' background on Banners. Also include pricing area similar to the Doral Banners.
- Create a larger Banner to be used in suburban areas.....the small banners work well in the city areas.
- Create a battery operated Slide Box Easel Card
- Create a brand specific pack/ctn floor base display (for CTS)
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Promotion:

- Part of the Retailer Match Accrual, Retailer must assist with name generation cards for competitive menthol smokers. These cards would be left at the store for retailer conversions.
- Leave name generation cards with trusted partners accounts. Explain what the company wants....regarding the target market. RJR Rep. will pay \$1.00 for every Name Generation card filled out correctly. This has already been tested in 3 accounts for 4 days (with no payment) which resulted in 55 Cards.

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- With retailers that cooperate with the name generation card program, in lieu of a payment, give the retailer a Salem shirt, the same one that was given to RJR Reps.
- Create a mail in continuity program for "Orb" stuff (catalog). There is no major menthol that offers this and will create 'brand ownership'.
- Establish the Salem 'Cooling' O-Zone promotion. This would feature a rotating 40cent off Salem Box in selected heavy menthol outlets (SG suggestion)
- Create information-card to help communicate the difference between Salem Soft and Box.....to be given as a leave behind or taped on the register for clerks.
- Run a full page ad in local papers to communicate to both retailers and consumers the differences between Salem Box and Salem Soft.
- Create a new advertising message....Balance begins here.....Balance begins with the Box (utilizing the Ying Yang idea)
- Kick Plate Decals could show the Sliding Box and Salem in brighter colors

Packaging:

- Packaging should be designed to better differentiate Salem Lt Box 100s from Salem Slims Lt 100s. ('Slims' should be in larger letters)
- **Overall response to the packaging has been positive. Retailers, consumers, and even competitive sales people have voiced opinions to retailers and wholesalers.**

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